

# **Exhibit C**

## **Part 3 of 4**

# Why Trade Shows?

- **Unparalleled Word-of-Mouth & Exposure To:**
  - Early Adopters / Leading Industry Experts / Retailers / Top Executives / Trade Press / Media Coverage
- **New Events, Exposure, & Revenue Every Week**
- **First To Market / Lock-In / Future Customers & Investors**
- **Benefits to Attendees, Speakers, & Trade Press**
  - Time Savings / Industry Knowledge / News / Constant Updates / Save & Replay Messages
- **Benefits to Exhibitors (MS, Sony, AOL-TW, GE, Ford, Etc.)**
  - Increased Exposure / Message Consistency / Attendee & Market Data / Cost Savings
- **Promoters (Key3Media/COMDEX, CES) & Venue (LVCC)**
  - Improves Overall Show Value & Visitor Experience
  - Provides Unique Offering Over Competing Venues
  - Ability to Monitor Traffic Flow & Broadcast Venue News
  - New Revenue Stream from TelAbout Service

# Revenue Model

1. TO-U - Sales to End-Users
2. TO-U - Rentals to End-Users  
i.e.: Trade Shows, Museums, Nascar, Etc.
3. TAP - Rentals to Trade Show Exhibitors
4. TAP - Rentals & Sales to Businesses
5. Software Sales & Training to Businesses
6. Hardware & Network Installation Fees
7. Professional Agency & V.O. Fees
8. P.O.P. Ad Fees
9. Local & National Ad Insertion Fees
10. Advertising & Monitoring Fees
11. Voting, Profile, & E-mail Data Fees
12. Unique Services Offered to Businesses  
i.e.: Sports, Entertainment, News, Etc.

# Financial Projections

## <sup>1</sup>Assuming A Single Trade Show Venue

(Top 16 of the 74 Shows/Yr at The LVCC)

	<sup>2</sup> YR1	YR2	YR3	YR4	YR5
Revenue	.7	9.9	27.9	43.3	52.1
<sup>3</sup> GM% (Mostly Rentals)	91%	93%	94%	94%	95%
Pretax Net/(loss) (Values In Millions)	(1.3)	1.1	9.2	15.7	19.4

<sup>1</sup> Does not assume any revenue from other trade show venues or any other industry of business sectors.

<sup>2</sup> Year one revenues do not begin until the 10 month.

<sup>3</sup> These relatively high gross margins are due to the fact that the majority of these revenues comes from creating and distributing re-useable digital information and from renting verses selling equipment to attendees /end-users (TO-Us) and exhibitors (TAP usage & polling data).

# Capital Requirements

- **Seed Level**
  - \$1 to \$2 Million
  - Alpha & Beta Hardware and Software
  - Additional Intellectual Property Filings
- **Round One**
  - \$5 to \$10 Million
  - 10 Months to Launch

# Conclusion

- **A New Information Appliance & Advertising Medium for the Masses**
- **Rapid Development Possible Using Existing State-of-the-Art Technology**
- **A New Business Model Paradigm that will Relatively Quickly Produce a Viable Revenue Stream & Profits**
- **Barriers to Entry / IP / Proprietary System**
- **First To Market / Lock-In**
- **Future Success Highly Leverageable**  
(Unit sales / web tie-ins, media & content trade-outs)
- **Scalable with Enormous Upside & Potential Market Size / Not Limited to U.S.**



**IBM's one word motto...**  
**"think".**

**TelAbout's one word motto...**  
**"learn".**

**End Of Presentation**





# Competition: Wireless Web

- **Dependent on Cellular Coverage**  
(Limited Geographically & Suffers Indoors)
- **No Delivery Standards Among Service Providers**  
(GSM, CDMA, TDMA, PCS, Nextel, & Analog)
- **New Software & OS (WAP) / No Standards**
- **Miniature Screens & Keyboards**
- **Too Many Participants Involved In Cellular**  
(Carriers, OEMs, OSs, Portals, & Apps)
- **Cellular Service Is Now a Commodity / No Lock-In**  
(Over the Last 10 Years, the Average Monthly Cellular Bill has Gone Down more than 50% - From \$39.30/month to \$41.24/month)
- **Nationwide Cellular Deployment >\$600 Billion**
- **Internet Competition from Home Computers**  
(U.S. Wireless Web & Cellular behind Europe & Japan)
- **Location-Based Services & Commerce (FCC & E-911)**
- **Limited to Products on the Web & Cellular**

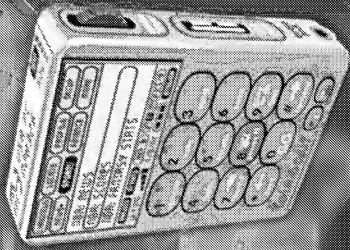
# Competition: Satellite Radio

- **Limited Programming**  
(Only 100 Total Channels Nationwide)
- **Limited Local Information**
- **Service is Not Interactive**
- **No Locator & Product Services**
- **Expensive Receivers & Service**  
(\$300/Receiver and \$10/Month for Service)
- **Limited Portability**
- **Service Interruptions & Interference**
- **Network Start-Up Costs \$1 Billion**

# TelAbout™

PROXIMITY-BASED INFORMATION & NETWORKS

## Presentation & Functional Demonstration



# TelAbout Operating Unit Explained

## TelAbout

Model: 100-07a-dh Demo

**Revised:** This indicates which assist mode is active - this is done only when the user changes the mode accordingly.

**Profile:** Allows the user to edit and remove information and set their user defined profile - the black dot indicates this function is active.

**Current Channel Display:** 1 letter with 1 number creates 260 channels - Also displays info as to what is on that channel.

**Scroll Options:** Lets the tuner on the side scroll the 8 different select modes.

**Letter Tuner:** Spins through letters or the 8 menu options - push to activate selection.

**Nullifier:** user whether the "text" or "number" keypad are active.

**Volume Controls:**

**Three**

**Signal Strength Meter**

**Headphones Jack**

Allows you to go backwards through your message history.

**History & Back:** user for the used scroll through the messages that is active for this unit.

**Details:** Provides additional information such as price, if on time, invoice, who is the service provider, or in this case the service's name and their South location.

**Displays the current language that is active for this unit.**

**Volume level indicator**

**Search:** Tells the number of messages you have saved & into your reply shows anytime.

**Options:** allow the user to change the time, date, the day of the week, assignments for such things as sports scores or stock quotes.

**Date**

**Battery Strength Meter**

**Unit:** Tells you to (K-C) the first using channels for your location.

**Send E-mail:** Requests information be sent to your e-mail address.

**Locate:** Provides the ability to scroll through available products & services.

**Help:** One Press and 8 Jumps to (I-O) and teaches you how to use Talkabout - Hold the button and it jumps to (A-O) the Help Menu for your current location.

**Save:** Tells Allow you to store the messages you just heard.

**Revised/Help/PowerPlay:** Facts are your controls for the current messages or your stored data, enable.

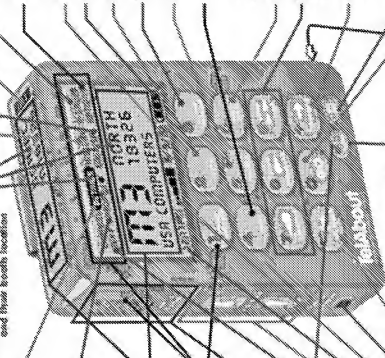
**Allows you to go forward - this only works if you have just gone backwards in your message history.**

**Power:** the on/off & off.

**Pressing "O" will let you jump to another message that the current message is telling you to go to.**

**Toggles which keypad functions are active - between the white arrows/text and the dark numbers.**

**\*Note:** on other side of unit is the number tuner, an audio input jack, and USB connection for MP3 and profile imports.



# TCMS - TelAbout Content Management Software

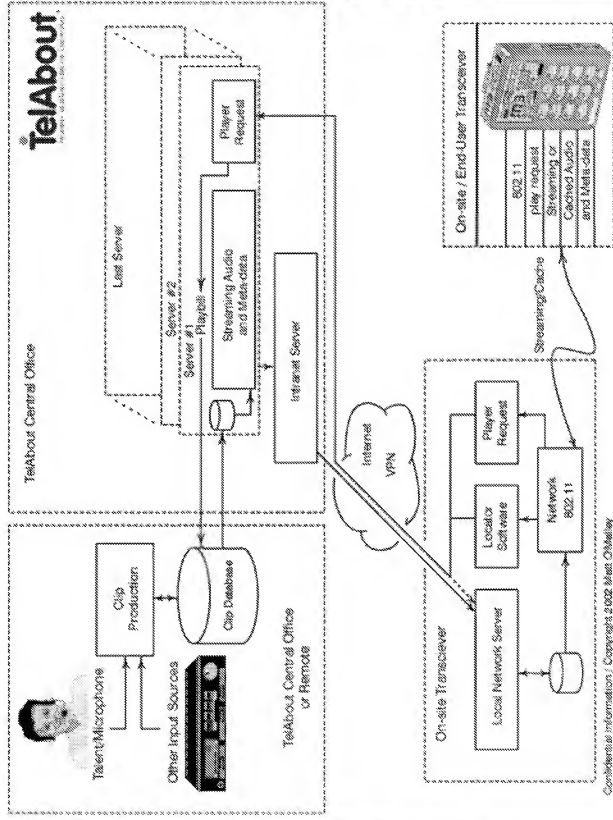
**Scalable On Many Levels**  
**SQL Server / Excel / VBA / Web Interface**

Index	Title	Description	Path	Go
I-0	HOW IT WORKS	PRESS #8 (PLAY) TO LEARN TO USE	.\content	
M-2	North Hall	Details not available	.\content	
M-3	USA PC	NORTH 78326 USA Computers	.\content	
O-2	COMPAQ	Details not available	.\content	
P-2	MICROSOFT	Details not available	.\content	
Q-2	PANASONIC	Details not available	.\content	
R-2	CISCO	Details not available	.\content	
A-0	Help	Describes Environment for Trade Show	.\content	
V-0	Voting	Vote Function not implemented	.\content	
W-0	News	Latest News	.\content	
X-0	Music	Current Music	.\content	
Y-0	Sports	Latest Sports	.\content	
Z-0	Etc	Miscellaneous Information	.\content	



Database

# Overall System Block Diagram



Confidential Information / Copyright 2002 Matt Chmielew



# For End-Users

## TelAbout Provides Information that:

- Is Faster and Easier to Access
- Can Be Accessed 24 / 7
- Will Benefit Both High-Tech & "No-Tech" Types
- Provides Accountability
- Is Interactively Pulled (Not A Push Medium)
- Interactive Feedback (Similar to Amazon.com)
- No Invading Consumer Privacy
- Is Virtually Free / No Cellular Contracts

# For Businesses

## TelAbout Provides:

- Scalability (Within the Business & Markets)
- The Ability to Be Kept Up-to-date from Anywhere at Anytime
- Control of Content, Customer, & Exchange
- Training Applications & Cost Savings
- Real-time Ad Effectiveness & Measurements
- End-User Opinion Feedback & Marketing Data without Invading Consumer Privacy
- Will Improve Sales & Customer Satisfaction via Its Product & Service Locators

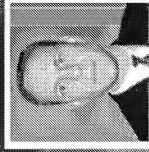
# Dave's Priorities

- Unit
- Presentation
- Data Base & Production
- Access Points
- Player

# Management & Development Team



**Matt O'Malley** — Tel>About's  
Founder and Co-Inventor



**Jebb Dykstra** — Tel>About's  
Business Dev. & General Counsel



**David Hensch, Ph.D, PE** — Tel>About's  
Product R&D Engineer and Co-Inventor



**Frank Nebbeling** — Tel>About  
Board of Advisor (Sr.VP-Reuters)

# Demo Art

This slide contains the demo art. This slide will be the last slide of the presentation and is not meant to be shown.

The slide contains three "shapes". One shape is this textbox and the other two are "groups" representing the unit and the Access Point.

The unit group consisting of five shapes. The leftmost of the five shapes, the transceiver, is a picture. One Shape is labeled "Demo".

The uppermost of the three remaining shapes is a group containing a rectangular callout using 20 point transistor font and a textbox with 32 point Transistor font, "M-3" for top display.

The next lower of the five shapes contains another rectangular call out with Transistor font (20 and 12 point) This middle shape also should contain shapes to highlight menu item and sound an battery monitors. There are three text boxes.

The bottom of the five shapes contains a jpeg representation of the controls. If the demo is not running only the transceiver shape is visible.

I-O

HOW IT WORKS

CHANNEL  
FUNCTION

DETAILS  
PROFILE

HISTORY  
ENGLISH

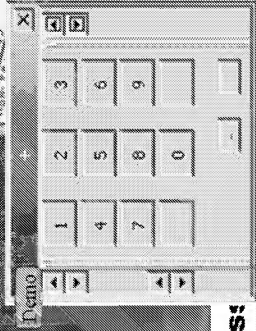
0-5AVED  
OPTIONS

I-O

PRESS #01(PLAY) TO LEARN TO  
USE

4:43 PM

30/02



Access:



# Demo Art

**I-O**

HOW IT WORKS

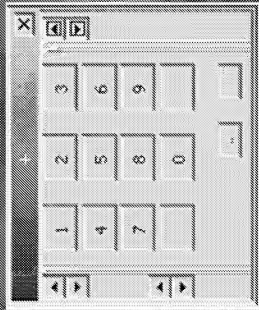
CHANNEL FUNCTION  
DETAILS  
HISTORY  
O-STORE  
ENGLISH  
PROFILE  
OPTIONS

**I-O**

PRESS #8 (PLAY) TO LEARN TO USE

4:43 PM

4/5/02



Demo

